



AGENDA

Visit Gilroy Board of Directors Meeting
Thursday, May 19, 2023 – 8:00 am
Hampton Inn
5975 Travel Park Cir
Gilroy, CA 95020

- Call to Order/Introductions
- Report on Posting of Agenda
- Roll Call
- Public Comment
 - Public Comment for ALL items on or not otherwise on the agenda
- April 2023 Google Analytics Report, April Marketing Activities
- Consent Calendar
 - All matters listed under the Consent Calendar are considered by the board of directors to be routine and be enacted by one motion. There will be no separate discussion of these items unless a request is made by a member of the board of directors or a member of the public.
 - Approval of April 20, 2023, board meeting minutes*
 - Approval of April 2023 financial reports*
- Old Business
 - Strategic Plan update
 - Update on audit
- New Business
 - New Videos
 - Visit California Regional Tourism Strategic Plan
 - \$3500 for DTBA and \$4000 Car Show
 - Gilroy Arts update
 - Two-year Agreement with Silicon Valley Creates for an Amount Not-to-exceed \$50,000 for Funding the "Elevate Gilroy Through the Arts" Program.
 - Susan at California Welcome Center meeting
 - Non-profit status
 - Career Day
 - MHG Magazine ad.
- Staff Reports
 - Visit Gilroy Executive Director April 2023 report.
 - CWC Gilroy Manager April 2023 report
 - Tourism & Community Engagement Coordinator April 2023 report
- Board Member Reports (if any)
- Correspondence

Agenda prepared and posted on Friday, May 12, 2023, at 5:00 pm
California Welcome Center Gilroy 8155-6 Arroyo Circle Gilroy, CA 95020

BROWN ACT *Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meetings are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Frank Johnson at (408) 842-6436 at least 48 hours prior to the meeting.

www.visitgilroy.com

*Denotes Action Item

Next Visit Gilroy Board of Directors meeting – June 15, 2023, at 8:00 am